

Note for Rafferty, Shelby

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From: Vander Putten, James  
Date: Thu, Sep 15, 1994 8:23 AM  
Subject: FW: PSC Survey Information  
To: DeMilia, Jody; Huffine, Bruce; Mahan, Michael; Marini, Erna; McMahon, Kathy; Nickert, Sheila  
Cc: Ferrin, Robert; Henriques, Peter; Lund, Nancy; Mikulay, Robert; Parmet, Nancy; Rafferty, Shelby; Roper, Bob; Royall, Jim; Rush, Sonya; Sinha, Arun; Suter, Norma; von Germeten, Ann

It was in the original vision but, we never got to this... telemarketing at Neodata and CRI was supposed to have the capability to update survey records for smokers whose data was 12 months + old and were calling in on the 800 numbers.

Can we address this opportunity now; it would be a real boost to brand's ability to have recent information on some of their most responsive smokers. If we had had this capability during the last year we would have updated 5 - 7 million smoker records more or less for free.

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From: Huffine, Bruce on Wed, Sep 14, 1994 5:00 PM  
Subject: RE: PSC Survey Information  
To: DeMilia, Jody  
Cc: Mahan, Michael; Vander Putten, James

This is Jim V's and Brand's call. It would be helpful to Jim V. to know if there is additional programming/costs associated with the decision.

Bruce

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From: DeMilia, Jody on Wed, Sep 14, 1994 4:45 PM  
Subject: PSC Survey Information  
To: Huffine, Bruce; Mahan, Michael; Vander Putten, James  
Cc: Hicks, Marcia; Lichtenberger, Herb; Scott, James

PSC currently maintains information for smoker survey's that had associated fulfillment on the CF Query File. This includes survey's for various brands Marlboro, Merit, Parliament, etc. for which Richmond receives updates to be posted to their Consumer Database.

With the PSC Migration, consumer order history for Marlboro and OPDB Programs that resided on CF Query is being posted to the NeoData - Consolidated Order Database. From the COD, telemarketing services will be able to address questions concerning these programs.

Is it necessary to post survey information? It is my understanding that few calls are received concerning fulfillment from surveys. I would appreciate your confirmation that this information can be withheld from the Consolidated Order Database. Thanks.